LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Get set to pack 'em into your store with this big, new consumer promotion from Marlboro! January-February, 1974.

"A Collection of Fine Western Art from Marlboro Country."

Here's another big promotion from Marlboro that's bound to draw big crowds.

We're offering your customers these three Western paintings by the famous "cowboy artist," Charles M. Russell. They're full-color reproductions, ready for framing, and sell for just $3.00 per set of three (plus two end labels from any pack or box of Marlboro).

These three Western paintings are part of a unique, sealed bid "sale-by-mail" of six original Russell drawings and two famous bronzes. Also included are two books on the life and works of Russell, and the "Bronc Buster" Plaque, created especially for Marlboro.

This extraordinary promotion will be backed by six-page, four-color ads in *Time*, *McCall's*, *Southern Living*, *Esquire*, and *Sports Illustrated*, plus strong nationwide point of sale material.

But here's the best part. Marlboro has the greatest growth rate of any brand in the U.S.

So order extra stock now and take advantage of the additional sales sure to be generated by "A Collection of Fine Western Art from Marlboro Country."

Come to where the profits are. Come to Marlboro Country.

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